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APRIL 1953

THE MAGAZINE
FOR MEN

1953
FISHING
GUIDE

FACT OR FICTION

SEX
HORMONES

LILI ST. CYR

A black and white portrait of Lili St. Cyr, a famous showgirl. She is shown from the chest up, wearing a strapless, sequined dress. Her hair is styled in a voluminous, curly bob. She has a serious expression and is looking slightly to the right of the camera. The background is a solid orange color.

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14. I am interested in learning television servicing.
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THE MAGAZINE FOR MEN

VOL. 1, NO. 1 APRIL 1953

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TRENCH WARFARE

COLD KOREA RECALLS WWI

Gruelling trench warfare, in style of first World War, is back in Korea. Pattern of World War II, fast advances over big areas, battle lines shifting hundreds of miles in weeks, all that is gone. In place, GI's now fight like first war dough-boys used to do, battle out of complicated system of trenches, have veritable no-man's land before them. As in great war, huge artillery duels and continuous fighting for same positions with gains measured in yards provide major action. The resemblance to World War I is striking.

And more: though static, World War I resembling Korean battle may change to fluid war, or possibly end, the trend is clear. If U. S. fights other wars in Asia or Africa, trench warfare as in Korea can be expected to be form fighting will take. There will be no reversion to second war tactics.

These are other similarities to World War I: U. S. troops have been fighting in Korea way longer than they did in first war. Fact: we fought then total of 19 months, suffered 364,800 casualties. As of December, Korean fighting enters 30th month. Casualties too begin to be comparable. At time



of writing, U. S. has had 127,383 casualties on Asian battleground. Increasing tempo of fighting, new use of first war battle tactics, promise more casualties yet.

Here is how trench warfare came about: at first, Korean fighting resembled World War II. Armies raced up and down peninsula, front was always fluid. U. S. retreated to Pusan, made Inchon landings, advanced to Manchurian border. Then, Chinese Communists entered fray, caught U. S. by surprise. We retreated deep into South Korea, fought back to present positions just north of 38th parallel.

During early phases of Panmunjam peace talks, neither side tried very hard, were content holding their positions. U. S. troops at front slept in adobe huts, outdoor tents, walked around in clear view of enemy. But Chinese night supply, furnished by estimated two million porters, brought vast quantities of field guns, ammo. This is what happened: Chinese opened up with big guns, raked area as much as 7 miles behind front. Flying shrapnel cut down everything above ground, shells dug craters in rocky soil. Result: enemy artillery barrages completely changed life of GI's at front. U. S. was forced to build positions resembling first war, went underground. Thus, troops no longer move above ground, do everything in complicated network of connecting slit trenches, bunkers, dugouts, and foxholes. From air, front looks exactly like World War I: hundreds of command posts and redoubts, prairie dog style, bulge and crisscross on countless hills, stretch into horizon.

For the Reds, it's the same thing. Hills, like the Yoke on the central front, are converted into fortresses. Caves, connecting passages, dug-in guns and men make direct attack by U. S. costly business, reduce effectiveness of U. S. air attack. For completely smashed railroad system, Chinese have substituted jeep-width trench roads cutting back as much as 15 miles into hills. Result: positions of both sides are practically impregnable. Fighting consists of vigorous patrol action, with hand to hand fighting with bayonets and grenades the order of the day. Listening posts are sometimes only 15 feet apart. Every foot of ground is known to both sides, makes concealment practically impossible. Action consists of repeated battles for same points. Once one side takes position



TOP: FIRST WAR BATTLE SCENE SHOWS MEN HUDDLED IN TRENCH, OFFICER MAKING PLANS FOR ATTACK. BOTTOM: DIFFERENT MEN, CONTINENT, WAR, BUT TRENCHES, TYPE OF WARFARE, SAME





FIRST WAR FOXHOLE, COUNTRYSIDE, RECALL KOREA STRUGGLE

other side's artillery, mortars, quickly zeroed in, followed by counter-attack. Thus newly-won positions almost impossible to hold. Fact: In October fighting, Sniper Ridge on Central Front changed hands 28 times in 31 days. Action like this brings tremendous casualties.

Here is what Central Front, where most of fighting has occurred recently looks like: keystone of U. N. defense is communication center, Kumhwa, and rocky ridges surrounding it. Only four miles to the north lies Mount Papasan, center of Chinese position. Mountain is 3,500 feet high, dominates surrounding area. Chinese like high positions because of poor communications system. Lacking walky-talkies and radio, they must communicate by signals. Between two positions is hotly contested area, a real no-man's land. Eastern ridge of contested hills is Sniper Ridge, on which stands bloody Pinpoint Hill. At northern end of Sniper Ridge is the Yoke, Communist fortress. Western ridge is called Triangle

GI'S COLD FOXHOLE VIEW, COULD HAVE BELONGED TO DOUGHBOY

Hill, from which rise twin peaks, aptly called "Jane Russell." Military necessity demands both wings of front be attacked together, to protect flanks.

Here is typical day at front, including attack on positions like these. Day for company begins at dawn. If action is heavy, troops have probably been awake all night. Patrols go out to seek enemy positions of strength, possible places of enemy attack. Most important: patrol is instructed to bring back prisoners for valuable information regarding enemy plans. Enemy doing same thing and patrols often clash. Biggest fear among U. S. soldiers: being taken prisoner themselves.

Information gathered, soldiers are ordered to take certain hill, highest in area, dominates important road junction, is valuable observation post. Two platoons, thirty men each, with support on flanks and mortar, artillery help in rear, jump off at 9 a.m. Plan: take objective in several stages.

First, protective knob part way up is secured after intensive artillery barrage and fighter plane bombardment. Second, troops move one by one up slope, take cover under second knob near summit, launch grenades. Last, finally drive to summit climaxed by bayonet hand fighting on crest. Chinese driven off, the hill is secured in three hours.

But if pattern of fighting resembles World War I, lives of G.I.'s at front a good deal easier in many ways. Static front has some advantages: supply lines are good, army gets chance to make lives of men more pleasant. Thus, food is not too bad. G.I.'s get one hot meal at midday, sometimes another at night. Meals are cooked in rear areas, transported quickly to front lines. Roast chicken, hot biscuits often eaten by men. Promised: dehydrated steaks. C-rations and hot food are supplemented once a month by snacks. Another change: in World War I and II U. S. troops on field ate out of unpartitioned mess trays, food all lumped together. Now, G.I.'s

FRENCH "120" BATTERY IN ACTION IN SOMME FOREST, WWI



G.I.'S REST AFTER TOUGH BATTLE FOR BARREN KOREAN HILL

have partitioned trays, varied diets.

Conclusion: plenty of trouble awaits U. S. forces. Trench warfare has returned to world battle scene. U. S. not as well prepared for it as for more mobile type war. Chinese have more men, guns, increasingly good air force. Big U. S. attack might break stalemate, but would cost at least 50,000 additional casualties, might start World War III. Chinese offensive would be too costly for them, too. Result: continuing trench warfare can be predicted in Korea, with neither side making any real gains. If conflicts break out elsewhere, similar stalemates, battle pictures, will occur. If so, U. S. troops will take it on the chin. One of important facts about Korean situation is shape of country. Long, narrow, it is natural for tight action which cannot spread much out to sides: it is like football field with short out of bounds lines. Some other areas, such as current hotspots Indonesia, Malaya, run close to same shape. War here, therefore, could resemble Korean pattern.

But different will be picture in Middle East; if next Communist push comes in Iran, Iraq, old mobile desert warfare set up will return. No matter what, it is fact that World War I lessons are paying off now.



BERLIN ON A BINGE

Most wide-open town in world is no longer Paris. Berlin has taken over title, gone mad in wild scramble to forget war, communists, blockade.

At night streets are lit up like Broadway, as Berliners ignore occupation officials' plea for conservation of power. Black market flourishes, offers anything from wine to women; millions of dollars change hands sub rosa.

Almost totally destroyed morally and physically by war, Allied bombings, Berliners had to dig themselves out of 100 million cubic yards of rubble. Huge areas of city are still level, seem like picture of Hell.

Morally picture is even worse. When the Russians took over, soldiers, too long on the front, raped almost all the women in the city, including old women, 12 year old girls. German women took to smearing faces with ashes, anything that would make them seem undesirable. Even so, the Russians continued their orgy, to the point where some women, raped as many as twelve different times, became used to the outrage.

Worst case concerns religious hospital on east of Berlin. First Russian soldiers reached city while shelling was still going on. Crazy Reds entered hospital, chased nuns into one ward, bayoneted them along with patients. Vile work ended when shell struck hospital, burned all.

One of most famous stories of German depravity concerns the meat shortage. Racketeers, pos-



Above: Christiane, Berlin' dancer, who appears nude behind transparent screen. Below: Berlin night life runs to sex, liquor. Carnivals excuse behavior. Berliners really need no excuse. (Wide World).





G.I.'S ARE ONE REASON WHY BERLIN CLUBS RUN AMERICAN SHOWS.

ing as crippled German war vets, would approach young girls, ask them to deliver a letter to nearby address. Some girls, suspicious, would open letters, discover that they said only, "Here is the veal I promised you." Whether girls actually turned up as sausages is questionable; but fact that story was told gives rise to wondering.

Result: moral let-down is terrific. Tremendous miasma of fear infects whole population, driving Germans to more and cheaper thrills. Cheapest always: Sex.

Presence of thousands of American G.I.'s adds to situation. U.S. soldiers have money, time, are lonely. German girls take advantage of the situation, switch boy friends



AMERICAN APPEARANCE OF BERLIN IS TYPICAL.

as they are mustered out. Some soldiers establish homes with girls, allow them to shop, give parties. This is particularly true of officers, who have longer hours of duty, welcome semblance of home life.

But economic situation has been boon to G.I.'s. Some units, stationed on borders, are so far removed from commanders that men operate as they please. In many cases troops are stationed in private houses. Men hire German girls for practically nothing to cook, do laundry, sleep with them. Saturday, standard Army inspection day, girls are kicked out, hang around until officers leave, when they can come back in. System is favorable to women, who can

beg, borrow, steal, food to support families. Girls are not fussy, change around as personnel shifts, takes away old boy friends, brings in new.

Man shortage in Berlin is so acute that husband sharing plans exist openly. Two women live with one man, one to keep house, the other to work, help out in money short period. Marriage bureaus do terrific business, some guaranteeing marriage in two weeks. Not so much marriage, but lots of love is more normal result. One woman set up "Love Album" in which lonely men and women pasted pictures, gave addresses. Idea was to register yourself, then check through album for likely partner. Turnover was enormous.

Biggest influence in Western Sector is America. Germans, playing for GI trade, have copied American night clubs, drive-ins, hamburger stands. Typical touches: Ira Vadi, who dances with live snake round her neck, Christiane, who performs naked behind transparent screen. Vadi claims to be only snake-dancer in Germany, probably is right.

Other acts run to screwball antics typically American. Carnival routines emphasize death-defying tight rope acts, high divers. Carnival always has been German excuse to run wild on liquor. But trend toward alcohol has been accentuated in present day.

Berliners are short of cash, so night clubs compete wildly for trade, employing whatever gimmicks they can,

usually fall back on the old standby, pretty girls undressing. But they have developed ersatz American jazz bands, use them to promote boogie-woogie contests. Back-bending leg-swinging jitter-bugs are wild as anything in Harlem. American musicians claim Germans are real cool cats, say jazz is best good will ambassador.

Next to sex, liquor is most popular escape. Biggest fear over mountain of rubble: rain soaking down through bricks, mortar would infiltrate water supply, ruin taste of beer. Very soft Berlin water gives beer its fine taste. Chemicals in cement might add phosphur, other undesirable flavors.

Liquor is also terrific black market item, particularly American whiskey. 9 out of 10 Berliners trade on black market, mostly out of necessity. Last winter population froze, while tons of coal lay in illegal hands—at fifty times the legal price. A strange grapevine operates among illicit dealers. Black market prices fluctuate wildly, but everywhere price is the same at a given moment. Government officials cannot figure this one.

Worst offenders are teen-age gangs, who live in huts under rubble, off proceeds of black market, smuggling activities. They claim truthfully, that they cannot get enough to eat at home. Some gangs have girl leaders, who with innocent faces, pretty legs, can bam-boozle their way around city carrying stolen watches, canned goods.

Basic changes: men no longer care for pure virgins, want



Left: Couple in suggestive garb get once over from passing celebrant at Artists' Ball in Berlin. Center: Berliners try a boogie-woogie step at the Carnival Ball held in the Berlin Academy of Arts. Right: Ira Vadi, 23-year-old snake dancer, performs in Berlin with an Oriental idol in background. She does her act with 3 pythons, 20 pounds each. (Wide World)

SEX HORMONES

CAN THEY CURE OLD AGE?

ARE THEY EFFECTIVE?

Few topics lure the imagination, have so much appeal today as sex restoratives and stimulants. Fact: an estimated 10% of U. S. male population suffers from partial or complete impotence. These men turn in droves to sex aids. And More: hectic quality of modern life definitely lowers sex capability in men and women. Nervous exhausted people do not function properly, are eager for love aids. Again: American idea of staying young practically forever encourages aging people to try revitalizing selves with love potions. Result: widespread clandestine use of sex stimulants, defrauding of public with phony pills and philtres. Stimulants have real medical value, but are dangerous, must be used with physician's advice.

Point: most modern form of sex restoratives are sex hormones. Hormones are pretty new scientific discovery, were first used in 1930's. Hormones are obtained in various ways, from female urine to testicles of a bull and wild Mexican yam. Chief hormones now in use: male hormone testosterone and female hormone estradiol. Here is what hormones do: in cases of people with not enough sex hormones, people whose sex organs are way underdeveloped, hormones rejuvenate. They bring desire, capability in sex performance, sometimes for first time in patient's life. But in cases of psychological impotence doctors say hormones don't help much. Also, sex hormones have not been effective in combatting general lessening of power due to age.

Here is typical case where hormones helped: Case X-27, had wide hips of a woman, penis of four year old boy. He

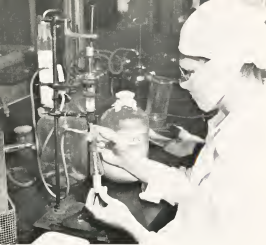


GERMANS GO IN FOR COSTUME PARTIES, ABOVE OUTFIT IS TYPICAL

steady women to care for them. With housing shortage so acute, any woman with apartment, no matter what she looks like, can have her choice of men.

Other change: Americanization. Cowboys and Indians is favorite game among German kids, drive-ins give highways route 66 look.

Solution: none, immediately. All Europe is despoiled by war, famine; it will take general boom to raise German level. When it will come, nobody knows. It may be that threat of war is blessing in disguise, will do it.



LEFT: SCIENTIFIC WORK IN FIELD OF SEX STIMULANTS HAS KILLED OFF SUPERSTITION. RIGHT: SOME CAN BE INJECTED.

shaved only once every ten days, had no desire for sex, no possibility of adequate performance. With strong doses of testosterone, X developed normal penis, body hair. Testosterone was then stopped and oil injections substituted without patient's knowledge to see if effect was all psychological. Patient immediately reverted to earlier condition. Hormone was resumed, and patient continued development until becoming normal man. Even doctors thought results were miraculous.

Another case did not have such good results. Cleaning

man in lab where such tests were going on was curious, claimed age had reduced his potency. At 55, he said, he could only have sexual intercourse once in an evening, whereas earlier he had been capable of three sex acts in one night. Doctors laughingly gave him testosterone. Next day, cleaning man claimed his vitality was fully returned, exulted. But wise doctors suspected psychological effects, again substituted oil injections. Results were the same: cleaning man was still capable of three performances. Conclusion doctors made: testosterone is not really effective in cases of age, but mentality does much.

Here is background: sex stimulants, or aphrodisiacs, go way back in human history. Only prostitution, among sex subjects is mentioned earlier in human annals. In Genesis, bible carries tale of Reuben who brings love apples or sex stimulants to Leah, who passes them on to Rachel for a consideration. Love apples figure again in "Songs of Solomon." Greeks, Romans referred to stimulants frequently, swore they increased the joys of love. Hercules, after sex stimulant, was supposed, says Greek mythology, to have slept with all fifty daughters of host in one night. Modern sex stimulants include some of the old, are mostly brand new. With hormones like testosterone and scientific use of classic sex stimulants, doctors can restore flagging powers, in many cases bring real rejuvenation.

But most sex recipes are phoney. Here are major phoney items people have used in quest for potency: asses milk, dried salamander, cyclamen, menstrual fluid of man or beast, tulip bulbs, fat of camel's hump, gall of children,



salted crocodile, powdered tooth of a corpse, genitals of a hedgehog, rhinoceros horn, blood of slaughtered criminals, swallow's heart, toad bones. The assortment is endless. Evidently, none of these remedies has any medicinal value.

As for food, fish food, celery, beans, artichoke hearts, pistachio nuts, marjoram, lettuce and other reputed stimulant food items contribute heavily toward health and happiness of person. They do this because good for person physically, increase energy. As sex stimulant per se, they have no value.

But actual sex stimulants do exist. Here are four types of them:

Type No. 1. Plant. Oldest plant stimulant is the mandrake. It contains dangerous opiate, is considered risky. Most promising plant stimulant is newly discovered nuxvomica, safe, effective, coming into widespread use by physicians. Also new: bark from African yohimbe tree.

Type No. 2. Mineral. Best of this type, and in general best sex stimulant known to modern science, is the element phosphorus. Advantages of phosphorus: efficiency and effectiveness, no bad after effects.

Type No. 3. Medical. Doctors have been making increasing use of Vitamin E to correct sex deficiencies, stimulate patient. Experiments carried out on rats show animals treated with Vitamin E definitely more potent. Also, hormones are much used, correct glandular deficiencies of patient.

Type No. 4. Animal. Best known among sex stimulants and most dangerous is cantharides or Spanish fly. This preparation is outlawed by practically all the 48 states, is capable of killing user. Here are the facts: cantharides is made from greenish-gold beetle, $\frac{3}{8}$ of inch to an inch long, found in Spain, Italy, Sicily, Southern France, Southern Russia and Mexico. Beetle feeds on leaves of ash, elder, honeysuckle, sleeps at night on these leaves. Cloths are put on ground at night, tree shaken, beetles drop. They are placed in hot water and vinegar vat, or etherized. Then, beetles are roasted in oven or in sun until they form yellow powder. Cantharides is powerful blistering agent, irritant. Effect of drug tremendous, person loses head. But here



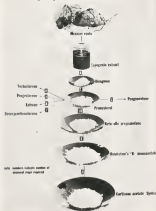
DISCOVERY OF WILD YAM HAS MADE LARGE ADVANCES IN THE FIELD OF HORMONES POSSIBLE. MANY TYPES DERIVE FROM IT.

is what happens: overdose of cantharides causes extreme irritation of all mucous tissues, can cause internal hemorrhage from anus and urethra, death.

Here is case of persons doped with cantharides: Two British sailors put into port, went to a brothel. Common brothel trick is to fix customers drinks with Spanish Fly, get more money from them. In this case, sailors' beer was doped. Sailors were sick next day, reported to ship's infirmary. Symptoms: urine passed every half hour, high fever, severe pains in calves, thighs, back, and stomach, terrible headaches, vomiting. Diagnosis: overdosing with aphrodisiac. Sailors could have died, took over two weeks to recover.

Sex stimulants are important medical aid in cases of impotence or sexual underdevelopment. But they are known

Cortisone Synthesis by Syntex of Mexico



BREAKDOWN OF WILD YAM INTO PRODUCTS SHOWS VARIED USES. IT HELPS NOT ONLY IN SEX WORK, BUT AIDS IN ARTHRITIS.

through lawyers' gossip, rumor. Point: knowledge of these drugs should be better. Actually, stimulants are in wide use today under names like Pills of Hercules, rejuvin, dynastin, hormin, Pearls of Titus. This is not way to get sex stimulants, rejuvenators. If sex restoratives are needed, they should be had: see your doctor. Need is an honest one and should be dealt with by competent experts, not fakes. HE calls for an end to unscrupulous dealings with sex shysters, phony vendors of capsuled passion which now plague the ignorant and the unknowing.

ENTERTAINMENT

BOOK PAGE

Biggest expectation in late Winter book trade has been for new William Saroyan effort, appearing surprisingly soon after fall production of *The Bicycle Rider of Beverly Hills*. New one is *The Laughday Matter*, with story surprising for author whose usual occupation is with simple life and uncomplicated people. Tale deals skillfully with complex problem of man who discovers his wife is pregnant with another man's child. Doubleday.

Big news is first major novel of John Phillips, pen name for 28 year old son of John P. Marquand. Story involves gay world of idle rich, boasts insight and slick writing.

Another Doubleday. *An Affair of Love*. Twenty-eighth book by writer Frank Swinnerton. Picture of the social rise of Jim Proby from squalor of London slums to social success and moral failure with wife and mistress Lady Tender. Well handled, if sometimes dragging.

Viking has a novel by young Trinidadian Samuel Selvon, *A Brighter Sun*. Sent to several established authors for opinions, the manuscript brought back glowing reports. Carl Carmer found it "Best of its kind since *Porgy*."

Viking is reissuing the Graham Greene novel which set SAROYAN

a style for later successes. Originally titled *England Made Me*, now set as *The Shipwrecked*. Book is about tangled relationship between closely-tied brother and sister and millionaire tycoon of industry. She sleeps with him; brother is his bodyguard. Hardly as good as later Greene, but still better than almost anything on market today. Novel should cash in on pop. wave of current Greene success in U. S.



FISHING LAWS 1953



It has been more years than we can tell since the first man let the first line into the first pool. It will be equally distant to the time when the last man does same; the lure of the quick tug of the strike is a powerful one.

Izaak Walton says, "I care not, I, to fish in seas—fresh river best my mind do please . . ." This holds for most American fishermen who will fish streams, rivers, but keep away from ocean stuff because of high cost.

On the following pages HE brings you a fast compendium of state laws, with opening dates, and daily limits. In some case local rules differ slightly, so you'd better check if it's un-

familiar territory.

Best bets for '53. Biggest, best, will be black bass in South: Florida, Georgia, Alabama, Mississippi, particularly the first two, are turning bass up to a record 22 pounds. And they fight back. But best, they are plentiful.

New England houses omnipresent trout; but not so omnipresent anymore. Stocking still continues, but streams like Norwalk River, Housatonic, are no longer what they used to be. The usual reasons: over-fishing, pollution.

Mid-May are the general openings for the middle North. Like Hemingway's protagonist, biggest kicks will come from wandering the best streams of the big pine area. Salmon, trout, are best game here. Hottest state on West Coast is Oregon, which has no closed season on perch, crappies, catfish, sunfish, mid-April opening on trout. California, Washington, the usual early May dates apply.

Around New York City, New Jersey, Sandy Hook, off Sea Bright are hottest for Salt Water stuff. Connecticut streams make the closest trip; but if you have time, try Battenkill. Trout are plentiful: brownies run over twenty inches, for the lucky. Best spots are around Bennington, Vermont, but it's good all the way down.

Another thing: some statistics have turned up which will take some of the joy out of fishing. Dr. Edwin Cooper, of the Michigan Department of Conservation, has proved to his own satisfaction that there is no difference between artificial lures and live ones. Two years of accurate records taken over a marked stretch of water showed that fish caught on artificials equalled within fractions of a percent of those taken on live bait. Further reports from same office show that experts catch more fish than dubs: over a reasonable length of time, good fisherman will turn up fish where amateur fails.

One last reminder, for those who need it: fish laws are for your own protection. Fishing out of season can kill next year's catch; same for keeping illegal sizes, going over daily limit. Fish hogs are not wanted in America's streams. Few fishermen will turn another in for breaking laws, and in most places game wardens are in short supply. So: watch yourself. No one else will.

State	Fish	Opening Date	Daily Limit	State	Fish	Opening Date	Daily Limit	State	Fish	Opening Date	Daily Limit	State	Fish	Opening Date	Daily Limit
Ala.	Bream	N.C.S.	30	Ill.	Wall-eyed Pike	May 1	5	Minn.	Trout	May 1	15	Okla.	Bass	N.C.S.	30
	Scat	N.C.S.	10		Lake Trout	N.C.S.	—		Lake Trout	Dec. 29	5		Crappie	N.C.S.	15
	White Bass	N.C.S.	15		Sunfish	May 12	15		Sunfish	May 12	15		Croaker	N.C.S.	15
	Jack Salmon	N.C.S.	10	Ind.	Crappie	N.C.S.	—		White Fish	May 12	10	Or.	Trout	April 14	10
	Pike	N.C.S.	15		Rock Bass	June 16	6						Ferch	N.C.S.	30
Ariz.	Trout	May 3	10		Yellow Perch	June 16	6	Wisc.	Bass	N.C.S.	15		Striped Bass	N.C.S.	15
	Bass	N.C.S.	10		Trout	May 1	15		Crappie	N.C.S.	15	Penn.	Trout	May 3	5
	Bluegill	N.C.S.	10						White Perch	N.C.S.	15		Bass	June 21	6
	Charr, Catfish	N.C.S.	10	Iowa	Trout	May 1	5		Sunfish	N.C.S.	25		Pike	May 17	6
					Northern Pike	May 15	5	Mo.	Catfish	N.C.S.	—		Crappie, Carp	N.C.S.	15
Ark.	Bass, Black	May 16	1		Pike	May 15	5		Pomoxis	Mar. 15	12	R. I.	Trout	April 15	10
	Trout	May 16	5		Bass	May 20	5						Striped Bass	N.C.S.	—
	Pike	N.C.S.	5		Bullheads	N.C.S.	25	Mont.	All game fish	May 15	15		Ferch	April 15	20
	Bream, Ferch	N.C.S.	6		Crappies	N.C.S.	15	Neb.	Trout	April	7				
	Lake Bass	N.C.S.	20						Bass (Black)	N.C.S.	10	S. C.	Trout	Jan. 1	10
Calif.	Trout	May 3	15	Kans.	Bass	May 26	10		Bullheads	N.C.S.	15		Bass	N.C.S.	5
	Salmon	May 3	5						Wall-eyed Pike	N.C.S.	5	S. D.	Blue Gills	May 1	15
	Bass, Black	May 3	25	Ky.	Trout	N.C.S.	10						Bullheads	May 1	50
	Sunfish, Ferch	May 3	2		Black Bass	N.C.S.	15		All game fish	April 15	25		Crappies	May 1	15
	Striped Bass	N.C.S.	2		Crappie	N.C.S.	15	N. H.	Trout (Brook)	May 1	2				
					Rock Bass	N.C.S.	—		Lake Trout	Jan. 1	2	Tenn.	Bass	N.C.S.	20
Colo.	All fish	May 25	10-20		Muskegon	N.C.S.	—		Salmon	April 1	4		Bluegill	N.C.S.	25
Conn.	Trout	April 16	10	La.	Bass	N.C.S.	15		Pike, Ferch	July 1	2		Catfish	N.C.S.	—
	Lake Trout	April 16	3		Crappie	N.C.S.	25		Pickarel	May 28	10	Tex.	Bass	N.C.S.	15
	Pickarel	April 16	6		Sunfish	N.C.S.	30						Trout	N.C.S.	5
	Wall-eye	April 16	6	Me.	Salmon	Ice Out	25	N. J.	Trout	April 12	5		Crappie	N.C.S.	25
	Black Bass	July 1	10		Trout	Ice Out	25		Pike, Pickarel	May 20	10		Catfish	N.C.S.	25
	Striped Bass	April 16	10		Ferch	June 25	25		Bass (Black)	June 5	5				
	Ferch	April 16	15		Black Bass	June 25	25		Rock Bass	N.C.S.	—	Utah	Bass	May 10	12
	Salmon	April 16	5		Pickarel	N.C.S.	10		Bass, Striped	April 1	10		Trout	June 14	12
Del.	Bass	June 25	5	Mid.	Trout	April 15	10		Catfish	N.C.S.	10		Crappie	N.C.S.	25
	Pike	June 25	6		Bass	July 1	10	N. H.	Sunfish	N.C.S.	10				
	Trout	April 16	6		Wall-eyed Pike	April 1	10		Trout	N. May 1	5	Vt.	Trout	May 1	20
Fla.	Black Bass	N.C.S.	5		Pike	July 1	10			S. May 25	5		Salmon	May 1	2
	Bream	N.C.S.	20		Ferch	N.C.S.	15		Bass	April 1	10		Bass	July 1	5
	Tarpun	N.C.S.	—		Catfish	Feb. 15	—		Crappie	April 1	10		Pickarel	May 1	25
Ga.	Bass	N.C.S.	10	Mass.	Bass	July 1	5		Sunfish	April 1	10	Ya.	Bass	June 1	5
	Bream	N.C.S.	25		Pike	April 15	5		Bullheads	N.C.S.	10		Trout	May 1	5
	Pickarel	N.C.S.	15		Walshellenge	April 15	5		Catfish	N.C.S.	—		Bream	N.C.S.	25
	Wall-eyed Pike	N.C.S.	3		Pickarel	April 15	10	N. Y.	Black Bass	July 1	6	Wash.	Steelhead	Dec. 1	3
	Walshellenge	N.C.S.	2		Salmon	April 15	5		Striped Bass	N.C.S.	—		Other game fish	May 1	20
	Trout	April 1	10		Trout	April 15	12		Pike-Ferch	May 1	10	W. Va.	Trout	April 28	10
Idaho	Trout	June 4	7 lbs.	Mich.	Trout	April 28	5		Pickarel	May 1	10		Bass	June 14	8
	Black Bass	N.C.S.	10 lbs.		Lake Trout	April 28	15	N. C.	Trout	April 15	10		Catfish	N.C.S.	—
	Striped Bass	N.C.S.	1		Black Bass	June 21	5		Bass	N.C.S.	5				
	Bass	N.C.S.	10		Pike, Pickarel	April 26	5		Pike	N.C.S.	5	Wisc.	Bass	June 20	5
	Crappie	N.C.S.	25		Ferch	April 26	5		Bass, Striped	N.C.S.	5		Trout	May 3	10
	Salmon	June 4	2		Muskegon	April 26	—						Muskegon	N.C.S.	—
					White Bass	N.C.S.	10	N. D.	Bass	June 16	5				
					White Fish	N.C.S.	7		Pike	May 16	5	Wye.	Brook Trout	May 1	20
Ill.	Bass	N.C.S.	10-50						Trout, Salmon	May 2	5		Grayling	May 1	20
	Trout	April 1	5	Minn.	Wall-eyed Pike	May 12	5						Bass	May 1	20
	Ferch	N.C.S.	—		Muskegon	May 12	2	Ohio	Sauger	N.C.S.	5		Whitefish	May 1	20
	Pickarel	May 1	5		Bass	June 23	6		Trout	N.C.S.	—				

HE-MAN STEAKS

We'd heard about New York's steak house extraordinaire, the **Black Angus**, and we took ourselves there to get the lowdown on preparing a real **HEman** steak for a change. Chef Ernie Bernach had a lot to say on **HEman** steaks. We've got a few minutes before dinner, so...

Point 1: The meat. Advises Chef Ernie, make sure you've got the

right beef. Here's what to look for: meat should be bright pink in color, indicating freshness, and must have white fat marbling running through it. Fat shows cow was corn fed, vital necessity for good steak.

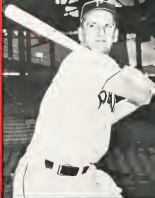
Point 2: Here's what to serve with steak. Is that baked potato on the fire? Chances are, if it is, you haven't the indispensable eighth of a pound of butter ready, or your chives chopped up. A salad is a must here, and Chef Ernie shows strong preference for simple lettuce with Roquefort cheese dressing. Sets off taste of meat like no other. If you're a gourmet, you'll want a clear beef bouillon to start things off.

Point 3: Now that plate de resistance. Steak should be positively buried in butter and grill temperature of the fires of Hell. Toss steak on, watch how it chars quickly on outside, heats right through, but leaves inside gleaming red. **HEman** steak should be rare. Flip steak over, and it's all done. Hungry?

Point 4: From here on out it's up to your knife and fork. If steak doesn't cut like marshmallow, you've done badly in selection, or should get a new butcher. Also, **HEman** steak should go on its own merits: Chef Ernie strongly discourages use of condiments. But enough of this talk: let's eat! Thanks to Black Angus, 148 E. 50th N. Y. C.



1953 BASEBALL



IN THE NEXT ISSUE

What is the outlook for baseball in 1953? How will last year's rookies shape up? How many players will go the way of the draft? What about fan attendance; will TV capture even bigger crowds? Answers to these big questions and more will be found in next month's great, inclusive **HE** baseball coverage. Fans: you won't want to miss it. And more: **HE** will predict outcome of pennant race, will try picking winners. Read the next issue of **HE**.



MEN'S FASHIONS SUITS



1953 season in men's fashions marks a clear trend toward variety and color. Here is fast rundown on what's in store for Spring. First, Suits. Most new stuff is single-breasted, two and three button models. Wider color variety will be available in suit line than ever before in U. S. clothing history. Double vents to be added in many cases. Plaids are still around, but soft colors, subdued patterns. Left: Groshire suit is quiet. Lower Left: Single-breasted three-



button Eagle item shows smart lines, casualness. Note flap pockets and clover-leaf lapels. Above left: Another attractive item from Groshire. Tendency toward narrow squares, soft unsevere colors. Above Right: Robert Hall suit demonstrates clean cut, emphasis on clothes to fit the man. Shoulder pads will be cut down or out, weights will be lightened. Pockets will be widened so you can get something in them. Big news in suits is emphasis on pastels, shades ignored previously in these quarters. Men's fashions change slowly, but this is major trend, will continue.



BETTER LIVING

MIRACLE FABRIC

OPPOSITE RIGHT: DACRON SUIT BY WITTY BROTHERS.
ABOVE LEFT: DACRON SLACKS ARE SPOTTED WITH MERCUROCHROME.
ABOVE RIGHT: THEY ARE WASHED WITH SOAP, AND WRUNG OUT.
FACING PAGE ABOVE: STAINS ARE GONE, BUT CREASE REMAINS.

Hottest news of all in fashions is use of so-called miracle fabrics. Nylon has been superseded by both Orlon and Dacron. Dacron has proved best, biggest buy. Fabric was created in DuPont labs; they can't make enough of it, are building \$23,000,000 factory to produce it. Witty Brothers has just finished testing a line of 100% Dacron suits. They outperformed anything else by miles. Some suits were worn 22 times, still held sharp crease. On average, suits went two weeks of straight wearing before they needed a trip to cleaners. Best feature: mud, grease, even ink, can be washed out of cloth at home, saving cleaner's bills.



SPORTSWEAR



FACING PAGE RIGHT: NOTE CLEAN LINES OF MACGREGOR ENSEMBLE.
FACING PAGE LEFT: THE KARAYA LINEN JACKET; NOTE TEXTURE.
ABOVE, LEFT TO RIGHT: BRIGHT PLAID OF SECOND FROM RIGHT IS
EXCEPTION. QUIET EFFECT IS NORMAL. SHIRTS BY ARROW.

Sports casuals are marked by the changes too. Gone are paddings, fillers, bunches. Word now is the natural man, and designers are sticking to the human outline. Big note again is in fabrics. Besides the miracle stuff, much emphasis in shirts is being placed on imported dress goods. Sheers, imported Swiss, and domestics, embroidered stuff, voiles, will show up on the masculine frame. Colors lean away from the bright plaids, tend toward pastels. The wild Hawaiian shirt is for Podunk only. Another new note in fabrics, again adopted from women's clothes, is the use of denim in casuals. Rounded collar of formal shirt will apply to sports: designers have even put button-downs on sport shirts. Pretty, but not functional.



SHIRTS, TIES, ACCESSORIES



UPPER LEFT: ROUNDED COLLARS ON ARROW SHIRT THIS SPRING
UPPER RIGHT: CLEAN ARROW SHIRT LINES EMPHASIZED BY TIE.



Look for new miracle fabrics: Dacron, Orlon, old Nylon. Most radical changes are in collar styles. Rounded collar is big thing. Convertible will be worn by many, used as business shirt, opened for sports and relaxation later. Sport shirts: pastel colors, surface interest, denims. The narrow tie is back, again with small patterns. Emphasis on small stripes, patterns, light field. Windsor knot is still most acceptable, but very small knot will be around too.



ABOVE: COLLAPSIBLE CIGARETTE CASE BY ALFRED DUNHILL. BELOW: DUNHILL'S MONOGRAMMED TOILETRIES IS STYLED SLIM. RIGHT: NOTE SLEEKNESS, AND TRIM LINES OF THE CIGARETTE LIGHTER.



Men's accessories are getting big play this year. Designers have come up with a number of startling items, including Dunhill cigarette holder, which flattens as smokes are used. Trimness, neatness, as in other items, will be keynote. Strangely, men's fashions are running against current of women's stuff, which is going heavy on piles of jewelry.

● BETTER LIVING

TOP COATS



FACING PAGE RIGHT: TOPCOAT BY SOL TAMNY. NOTE FABRIC.
ABOVE RIGHT: THE CONVERTIBLE BALMACAN COLLAR, BY EAGLE.
FACING PAGE LEFT. CASUAL IS WORD FOR ROCK-KNIT BALSET.
ABOVE LEFT: BAL COLLAR, SLASH POCKETS, BY ROBERT HALL.

In topcoats, fabrics are again the big items, with emphasis on what the trade calls slub and nub effects: roughness in texture, with conservative tones. Convertible collar, which can be buttoned at neck, or left open and rolled. Slash pockets, set in sleeves, will add casual appearance. Colors will run light, whole effect will be for naturalness.

DISC PAGE

Nothing that's going to set the world on fire except in the Jazz field, but catch these:

Capitol: Billy May instrumental with title appropriate to his shooshing saxes, **Driftwood**. Clean execution, but the band is too good to be this stylized. Nat Cole, continuing his vocals with full orchestra kick, is in fine voice with good backup on **Strange** and **Now**. The John Arcesi vocal which turned up the toes of a Las Vegas chick in live performance gets full treatment with backing of **It's Over**. Introduction of first side with echo chamber really is something straight from Mars.

MGM: From soundtrack writings of new MGM film **Lili** comes album of a good score composed by Bronislaw Kaper with orchestra under Hans Sommer. A better level of movie scoring than is generally given musicals. New venture is MGM's **Designed For Dancing** series of LP's on **Lion** records. Best is fox trot stuff by Henry Jerome and Orch. with items like **Lazy River**, **Glow Worm**, **Lady of Spain**.

Blue Note: Here is top news. **Paris Jazz Festival** on-the-spot recording by Bechet and Claude Luter. Sidney is at his European best with cutting tone, murderous power. Luter band stiff but good backing. **Fats Navarro** album is fine tribute to the late horn man's ability as hop's most exciting trumpeter. **Bud Powell** LP spots Powell mostly with band as it should, carries all best qualities, none of pretentiousness of other label stuff which is straight solo.

SIDNEY BECHET



DOCTOR Reveals How He



STOPPED SMOKING

IN SEVEN DAYS!

Here's new hope for thousands of folks who have tried to break the tobacco habit without success. No matter what you've tried before, don't despair. A

well-known Chicago doctor d. d. s. stopped smoking himself in 7 days with a formula of his own making—now available in **Stopbaco Lozenges**. You, a loved one or a friend can quit or lessen the tobacco habit just like the doctor did ... in 7 days this easy way. **AND YOU DON'T RISK A PENNY!** Stopbaco Lozenges must give you results in 7 days or they cost you nothing. **SEND NO MONEY!** Just mail name, address. Pay postman \$2.00 plus C.O.D. postage on delivery. Or send \$2.00 and we pay postage. Take Stopbaco Lozenges like candy. The desire for tobacco must be gone or abated within 7 days—or return empty package for immediate refund. Order now by writing direct to

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HE-MAN PIN UP GALLERY

LILI ST. CYR

American girls are prettiest in world. But more, they represent wider variety than any other country, and this is important to American male. America is a country of variety, men expect to find it in anything they do. And they do, in our women.

American girls run from sultry, like Lili Christine, to gay and pretty, like Penny Page. Types are plentiful: but fashions change. Early pin-ups in U. S. were Gibson girls, full bustled, demure, but with a certain pride. Next step was the twenties girl, flat-chested, boyish, emphasizing straight lines. Millions of girls held themselves together with girdles, and tight clothes, in order to look like boys. Recent emphasis has been on healthy outdoors type. Next: **HE** predicts that glamor type will come back. On the next five pages, **HE** brings five major American female types.





SULTRY IS ONLY
WORD FOR LILI
CHRISTINE. SHOW
GIRL, COVER GIRL,
MOVIE STAR, SUL-
TRY TYPE IS BIG-
GEST DRAW IN ANY
THEATRE, CLUB.

Pamela Jeannette
33



COOL IS NEW HIP
WORD FOR BEST IN
MUSIC, AND COOL
IS THE WORD FOR
PATTI POWERS;
AMERICAN MEN
LIKE THIS RESERVED,
QUIET TYPE.





DANGER

HUNTER BEWARE

HUNTING VICTIM CLARENCE THOMPSON, NEW JERSEY. BODY
WATCHED FAITHFULLY BY MONGREL BITCH JUEN, PET OF DEAD MAN.



One of country's most tragic, most wasteful and easily avoided death tolls yearly is hunting accidents. In 1950, 783 persons were killed in deaths directly attributable to firearms; most could have been avoided easily if responsible parties had followed most basic rules. Rules should be as familiar to them as any other part of standard hunting procedure. Victims mount each season as popularity of sport increases. 1946 total, according to National Safety Council, was 2,900 casualties and that meant 346 more than previous year.

Gun wound can mean instant death or lifetime of disfigurement and pain. Bullet from .38 entering head will cause only small hole, but chances are good it can blast out entire rear of scalp. Victim of .22, buckshot, or even air gun may be permanently disabled, suffer miserably if hit in vulnerable area.

HE presents a table of reminders for hunters, all simple rules, but rules which may mean your life if you are a hunter:

POINT: Always carry guns downward with safety on. Always be sure of target before firing. Stay abreast, never ahead or behind other hunters. This is cause of majority of accidents.

POINT: Break breaches of guns before crossing fences. Hand them across obstacles to companions. Never lay a gun on the ground or poke it through fences. After picking gun up from ground at any time, check barrel for snow or mud before shooting.

POINT: Wear bright clothes, red if at all possible, in heavily wooded areas. This is not effective hunting garb, but basic necessity for hunter's own protection. As in driving, most of the time it is not yourself you have to worry about but the other guy who's going to get you into trouble.

POINT: Under no circumstances carry assembled guns in an auto. This is not only dangerous but unlawful. Possibility of leaping out of car for quick shot at quarry is also possibility of not seeing other hunters in vicinity and of accident with firearm in process of getting out of car.

POINT: Absolutely never mix drinking with hunting. Time to celebrate is after successful expedition — not before,



ABOVE LEFT: BREAK GUN AND CHECK IN MANNER SHOWN FOR CLEANING. RIGHT: IS THERE A DOCTOR IN HOUSE? HUNTER WILL SOON NEED IT. SUCH METHODS ARE DANGEROUS, FOOLHARDY.

BELOW LEFT: DON'T LAY GUN DOWN UNLESS REALLY NECESSARY. CLOGGED GUN MAY EXPLODE. RIGHT: DO BREAK GUN, HOLD ONTO IT WHEN CLIMBING THROUGH OR OVER OBSTACLES LIKE THESE.



not during.

Although land shooting involves bulk of accidents, particularly those resulting from victim getting into line of fire, many others come from ignorance about proper boating procedure. Casualties result from mishaps while hunters load boats with supplies or else en route in them to the fields.

HE advises:

POINT: Always lay guns securely in bow or stern of boat, muzzles pointed away from occupants. If hunters are in pairs, one can sit amidships or toward stern holding punt against bank to steady it during loading operations.

TROOPERS FIND BODIES OF SHOTGUN VICTIMS ROBERT NUGENT, CHARLES SIMPSON. SUSPECTED TO HAVE JUMPED DEER POACHERS.



HUNTING IS EXCITING SPORT, BUT SHOULD BE CONDUCTED ONLY BY KNOWLEDGEABLE MEN. FIGURES HERE SHOOT BEHIND DUCK BLINDS.

POINT: When a hunter gets into boat he should grasp both gunwales and step in, crouching to keep center of gravity as low as possible to avoid tipping.

POINT: If two occupants are spilled, they should grasp hands over keel of boat, taking advantage of craft's buoyancy, serving also to keep them together, preventing separation should darkness come before rescue.

Death may come from other sources too. Recent slaying of World War II veteran Robert Nugent and New Jersey banker Charles Simpson was suspected by police to result from discovery of deer poachers in the act of cutting up an animal. When parties get into such situations and are carrying loaded firearms and accustomed to using them, anything can happen, often does.

Sport like hunting, dealing with death and instruments of death, should only be conducted by experts. Ignorance of rules or flaunting of abuses is only childish. Any real hunter knows his weapons and the dangers of his business.

HERE'S HOW

Whiskey, they say, is typical American drink. This is true to the extent that Americans drink three times as much whiskey as any other drink. But: real Americanism is cocktail, so much so that in France, England, they are referred to as "American cocktails."

The task of mixing a proper cocktail is an art. Very few know how to do it right: yet same ingredients which produce masterpiece in hands of expert can be poisonous with mishandling. Point is this: well mixed drink goes down smoothly, warms, not burns, stomach.

For the benefit of the average drinker, who mixes only occasionally, **HE** presents some basic rules, recipes, for proper cocktails.

Remember: good cocktail is blending, not hodge-podge, of ingredients. Here are things to watch:

1: All utensils, glasses should be clean. Nothing is as un-

TO MIX THE PERFECT COCKTAIL

pleasant as spots of dust, dirt, in drink.

2: Cocktails, (with the exception of toddies), are meant to be cool. Better to take extra minutes to insure proper temperature, than serve guests warm drinks.

3: Measuring utensils, such as jigger, etc. are for a purpose. Good bartenders can measure with eye, but average drinker is better off using glass.

4: Best ingredients will produce best cocktails: but good drinks can be made with ordinary blends, less expensive liquors. Schenley's a good one. This is important when budget is small, party large.

5: Cocktails are for before dinner, highballs for after. A dry Martini will not settle large meal.

6: Weird mixtures are waste of time. Anyone who puts raspberry syrup, wine, brandy in the same drink deserves to be sick as he will be. Skip experiments, stick to standards.



7: Last but not least: drinking is for pleasure. Unless you enjoy throwing up over the balustrade, take it easy. And not when you're driving, ever. Here are the drinks.

MARTINI: Probably the most famous of all, Martini has as many variants as there are bartenders. Most books make them two parts gin to one part vermouth: but who drinks them that way? Best bet is four to one. Stir, don't shake ingredients with cracked ice, or ice cubes. Either is okay: cracked will cool drink faster, but contrary to common opinion, you'll get the same amount of water either way. Garnish is a question of taste. Better to rub lemon twist around glass than dunk it. Onion (cocktail size) is preferred by some, is usual in Gibson, 7 to 1 Martini.

LEFT: BRISK SHAKING FOR MOST DRINKS, EXCEPT MARTINIS.
RIGHT: HOT RUM TODDIES ARE PERFECT FOR COLD WEATHER.



MANHATTAN: Made 2 to 1, or 3 to 1. Bourbon is best, but any reasonable blended whiskey is okay. Either sweet or dry Vermouth, depending on taste. Serve sweet Manhattan with cherry, dry with olive or lemon peel, as in Martini.

WHISKEY SOUR: Teaspoon of powdered sugar, juice of $\frac{1}{2}$ lime, juice of $\frac{1}{2}$ lemon, two ounces of whiskey. Shake well in cracked ice, decorate with lemon peel, cherry. Some bartenders skip the lime, but it is a good idea. A good whiskey sour should be foamy on top. Recommended for hangovers.

OLD FASHIONED: $\frac{1}{2}$ lump of sugar, 2 dashes of Angostura bitters, whiskey to taste, 2 dashes Curacao if desired. Muddle, garnish with slice of lemon and orange.

TOM COLLINS: Tablespoon of powdered sugar, juice or lemon, gin as desired. Shake with cracked ice, add soda water, serve in tall glass. Can be garnished with lemon slice, cherry, etc., but most men prefer it without. Tom Collins is hot weather only drink. Another good one for summer is Gin and Tonic. Two ounces of gin, quinine water, plenty of ice. Variant of Tom Collins is French 75, where champagne is substituted for soda water. Not recommended for your niece from Miss Amelia's School for Girls. Whiskey or rum Collins is made the same way; with desired liquor substituted for gin.

SINGAPORE SLING: This is famous old man-killer, but not as potent as claimed, although it will do a job. Jigger of gin, followed by glass of shaved ice, followed by half jigger of cherry brandy, followed by dash of Dubouchette Benai liquor. Garnish with orange peel, cherry, peel of cucumber. Don't shake; the colors are pretty, and powerful.

These are standards. Others, to be tried only when the boys are by themselves, can

be dangerous but interesting. For example:

SEA BREEZE: This is the sneaker of all time. College students specialize in this one because it is cheap, powerful, and tastes innocuous. Just grapefruit juice, soda water, and gin, mixed in equal parts. A shot of powdered sugar helps. If the date hasn't been warned, it's a good bet.

WHISKEY SLUSH: Another college favorite, invented by famous bon vivant H. James Pratt, to be used where ice is not readily available. Pack snow in old fashioned glass, cover with powdered sugar, pour whiskey over all. Glass will take plenty of whiskey, even when full of snow, so beware.

FISH HOUSE PUNCH: A real tricky item, but worth it. Mix juice of six lemons, ½ pound of powdered sugar, ½ pint brandy, ¼ pint peach brandy, ¼ pint Jamaica Rum, 3 quarts soda water. Cool in punch bowl with cake of ice. This is the one that your Aunt Fanny will call delicious—before they carry her out.

One last word about highballs. When you do not know company's preferences tall drink is best bet. But make them strong. Ordinary bar drink, with one shot of whiskey, is not enough. Two full ounces, three if guests like them potent.

This article is a guide for social drinkers, not for drunks. Mixing automobiles and liquor is inexcusable. If you drink, don't drive.

PROPER, GOOD LOOKING SERVICE ADDS MUCH TO DRINKS. THIS IS CORRECT SET FOR AFTER DINNER BRANDIES, CORDIALS.



THE TV SCREEN

Biggest TV news of the first months of '53 show country still goes for homelife, family type show. Biggest of all: Lucille Ball, Desi Arnaz in CBS topper (24 million audience) **I Love Lucy**. But real test of TV draw is more subtle: sports promoters in all fields are scared, don't know how to take TV. Fact: average set costs about same as one hundred grandstand seats in any major ball park. Why pay more, video fans say, and promoters find this tough argument to top. Experiments with closed circuits have had some success. Some colleges have tried telecasting home games on closed circuits, charged fifty cents admission to hall where broadcast was shown. But closed circuit is gimmick which has not been totally satisfactory. Neither is full showing of all events. Basketball in Madison Square Garden, normally big draw, fell off to almost nothing. Reason: TV pro games, which are faster, sharper, than collegiate stuff. Best bet, probable answer, is televising of important events such as World Series, championship fights, which will sell out anyway.

Color TV is getting big play again. Till now, studios have been reluctant to experiment, because of terrific expense of retooling. New systems have been developed which permit changeovers on standard sets for small expense. Point: government has not allowed color video because most sets could not be converted. FCC felt that buyers should not have sets made obsolete. But with coming of fifty dollar color tube, commission may relax rule, allow stations to go ahead.

Another recent furor on murder for children is ahead for TV magnates. Recently, Chicago parents, up in arms because kids witnessed over 2,000 murders yearly, got aldermen to promise to do something. New York area is in for same uproar: TV nets are worried; but nobody can deny shows draw.

FILMS TO COME



THOMAS, SOLDIER, SINGS TO FELLOWS AS GUEST WITH TOURING USO OUTFIT SPOTTING PEGGY LEE. WARNER BROTHERS PICTURE.

New version of *The Jazz Singer* from Warner Brothers spots Danny Thomas in old Jolson role and Peggy Lee, crashing films as his girl. Both excellent. Peggy inaugurates what will be successful film musical career. Thomas surprises everyone with rich singing voice of his own. Story of temple cantor's son who must elect between father's career and his own choice—theatre. Equally good this month is Walt Disney's new picture *Peter Pan*, released by R.K.O., is the kind of fantasy that Disney should always have to work with and the sort of treatment that Barrie's story has always deserved, rarely gotten. With flying boats, wicked monsters and the vicious Captain Hook, full length cartoon is in its glory. Best Disney since *Snow White*.



Above right: Peter Pan, the boy who never wanted to grow up. Left: Wendy Darling, Peter's fairy chum, no bigger than the children's block on which she sits. Above left: Fantasy of story is meat for Disney at his best, good for kids and elders.

MOULIN ROUGE

Movie poster recounts life of artist painter Toulouse-Lautrec. The colorful and painted grotesque nightclub scene of the '80's, reflected by featured players Jose Ferrer, Yvonne Marchand, Suzanne Flon, Zsa Zsa Gabor. Story revolves about Moulin Rouge, French night-spot where Can-Can dancing, early morning revels were at finest flower. Lautrec drinks to forget pain and humiliation, so long as it is physically possible for him. Excellently directed by John Huston. Opening on life at Moulin Rouge will enter movie history for color, movement and impact. United Artists.

Early Moulin Rouge was authentic. Lautrec's posters induced publicity which made spot tourist attraction, lessened validity. Above: Deafened artist walked with cane. Below: Loss of street-walker was temporary respite, but caused more pain later.



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HOTTEST FEMALE IN SHOW BUSINESS AT MOMENT IS LILI CHRISTINE, DANCER, WHOSE CAT DANCE HAS TAKEN BLAZE NIGHT LIFERS BY STORM. MOVEMENT OF DANCE IMITATES STALKING CAT.

